



Australian Government

Department of Education, Employment and Workplace Relations

BSBWRK507A Apply strategic unionism

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to apply strategic union practices; to develop and implement appropriate union strategies that will contribute to growth; and to model unionism through leadership and individual behaviour. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals with a well established, sound theoretical knowledge base in unionism and industrial relations who provide leadership to members and staff in the union workplace. They carry high levels of responsibility and work at a strategic level in the organisation.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify and evaluate trends and issues affecting union membership	1.1. Identify and evaluate the impact of community diversity, and differing needs and social values of groupings or cohorts within the community on building unionism 1.2. Identify contemporary unionism practices, in both a national and international context 1.3. Identify and evaluate current trends for union membership within industries or industry sectors 1.4. Evaluate future trends and their impact on current union strategy 1.5. Identify and analyse worker issues that impact on recruitment and retention strategies
2. Develop strategies to build unionism	2.1. Develop core priorities for the union that address membership issues through worker involvement and empowerment, and focus on union growth 2.2. Develop approaches to foster democracy within the union and to build worker empowerment through applying principles of collectivism 2.3. Develop innovative solutions to problems or issues confronting union membership 2.4. Develop and promote strategies that help shift workers to act collectively to increase union density and activism, and achieve fair and reasonable outcomes for workers
3. Review and evaluate union strategies to promote growth	3.1. Establish key indicators to monitor effectiveness of union strategies 3.2. Implement a review process to evaluate effectiveness of strategies 3.3. Develop recommendations to adapt union strategies where appropriate
4. Provide leadership through articulating and modelling unionism	4.1. Communicate the union's vision, values and strategic objectives to union staff, members and workers 4.2. Model leadership through demonstrating collectivism and the values and principles of unionism in own behaviour 4.3. Motivate and inspire others to demonstrate union values and engage in collectivism

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- innovation and problem solving skills to find new and creative ways to address difficulties presented by the external environment
- leadership skills to persuade others of the importance of strategic planning and approaches
- planning and organisation skills to ensure that the union is developing strategies to favourably position the union and its members for the future.

Required knowledge

- models for developing union vision, mission and strategic plan
- models of leadership and workforce democracy
- workforce trends and demographic data on the workforce.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- documentation researched, using a range of sources on current issues affecting union membership and a range of strategies to address them
- examples of how the union's vision, mission values and principles have been modelled and communicated in the union
- knowledge of models of leadership and workforce democracy.

Context of and specific resources for assessment

Assessment must ensure:

- access to workplace, union documents and other sources of relevant information.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- oral or written questioning to assess knowledge of models for developing union vision, mission and strategic plan
- review of documentation evaluating future trends and their impact on current union strategy
- review of key indicators established to monitor effectiveness of union strategies
- evaluation of recommendations developed to adapt union strategies
- evaluation of how the union's vision, values and strategic objectives were communicated to union staff, members and workers.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- other workplace relations units.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Groupings or cohorts</i> may include:	• ethnic or Indigenous persons • local communities • men and women • older people • unemployed persons • workers • young people
Contemporary unionism practices may include:	• branding or re-imaging of union • community campaigning • industry or sector campaigning • membership service or call centres • organising • political campaigning • professional use of media • seeking and applying leverage within industries or sectors
<i>Approaches</i> may include:	• ensuring there are democratic decision-making processes at all levels within the union • establishing workplace organising committees • holding open forums for members • involving workers in developing workplace campaigns • reviewing and changing existing union structures • surveying members for their ideas and input
<i>Strategies</i> may include:	• appointing growth organisers • bargaining with worker involvement • creating membership service centres • delegate and activist development • developing a coalition or community of interests • developing appropriate marketing strategies • using technology

RANGE STATEMENT	
	• workplace or industry campaigning
Review process may include:	• consultation with workers • industry audits • membership audits • polling and surveys
Values and principles of unionism may include:	• collectivism • cooperation • democracy • egalitarianism • equality • fairness • internationalism • justice for working people • position that power imbalance in society can only be effectively changed through collective action • respect • right for people to have a voice in society • solidarity

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Workforce Development - Workplace Relations
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Co-requisite units

Co-requisite units	

